

"There can be no economy where there is no efficiency"
- Disraeli, 1868.

The value of an exchange lies in the efficient use of its member resources. In a traditional supply-chain economy, resale channels direct the community goods and services to the customer. Business service providers facilitate commerce and media partners provide a context in which to define an industry. The success or failure of any transaction depends upon the rate of information flow, the accuracy of this information, and the ability to demonstrate the value added to this transaction.


The branded promotional product industry offers the opportunity to introduce an electronic commerce exchange that brings speed, accuracy and added value to a very traditional sector of the economy. This industry is approximately 150 years old and third or fourth generation owners predominantly operate these businesses. There is the potential to disintermediate this fragmented industry while bringing a cohesive brand presence to a collection of "mom and pop" businesses.

Electronic commerce is defined by its five components: context, commerce, content, communication and community. Context defines the industry in relation to what is around it. Usually trade publications and industry research organizations provide this context. Commerce is the facilitation of economic activity by the smooth transfer of goods, services and capital. Banks, insurance companies and shipping organizations bestow this service. Content is the range of products and services that make up the industry offering. Communication is the process of bringing these goods and services to market and offering them for sale. Community represents the collective transactional power within the industry.

Our exchange members' economic roles in this (or any) industry can be correlated to the five components of electronic commerce as follows:

- Every member of our exchange community is a customer and every member of this community is a potential revenue source.
- Our resellers communicate our business objectives and contribute to the expansion of our community.
- An ever-widening network of vendor partners provides content.
- Commerce is enabled through business service partners such as banks and shipping companies.
- Finally, our media partners create a context in which our exchange can operate and evolve.

Building on these foundations, Corporategear.com establishes a process by which an industry can be disintermediated and builds a brand that promises efficiency and simplicity. Our exchange for this industry thereby becomes a template for disintermediating other business supply and service related industries. Ultimately, our exchange model will transcend the promotional



products industry. It will offer the ability to create an all-encompassing exchange for the business supply and services sector.